

Professional Experience

My journey across SaaS founding, SEO operations, and digital strategy

2024 -
Present



Founder & CEO

[OneBookPlus](https://onebookplus.com.au) — onebookplus.com.au

SaaS

Product

SMB software

Founded and lead OneBookPlus, an all-in-one business platform for Australian SMBs — replacing the Xero + HubSpot + Calendly + Mailchimp stack with one integrated app. Live in market with iOS app on the App Store, free plan available, paid from \$24/month.

Key milestones:

- Built end-to-end as full-stack engineer + founder — product, engineering, go-to-market
- Six integrated modules: invoicing (GST-compliant), bookings, accounting (full double-entry), CRM, marketing, AI Companion
- Native iOS app shipped to App Store; Android in development
- Insights drawn from 200+ Australian SMB consulting engagements over the prior decade



Creator & Maintainer

[Codetta](#) — [codetta.dev](#)

Open source

Developer tooling

AI

Built Codetta, a lightweight (~30 MB) native desktop code editor with first-class AI. BYOK Anthropic, OpenAI, Ollama, or sign in with the Claude Code CLI to use an existing Claude Pro/Max subscription. Tauri 2 + Rust + React + Monaco, source available, zero telemetry.

Key milestones:

- Released v0.2.0 across Windows, macOS, and Linux with native installers
- Published codetta CLI helper to npm
- Designed BYOK AI panel as a first-class surface (not a plugin afterthought)
- Multi-workspace single-window architecture — one process, many projects



Supple Digital

August 2020 - Present



Head of SEO Operations

Strategic Leadership

Digital Operations

AI & Innovation

Leading enterprise SEO operations with comprehensive strategic responsibilities. Driving digital transformation through AI platform development, marketing technology integration, and operational excellence across healthcare and professional services portfolios.

Key achievements:

- Leading strategic SEO operations managing \$2M+ annual organic traffic value across enterprise accounts
- Developed proprietary AI-powered SEO platforms and automation tools, reducing operational overhead by 40%
- Led digital transformation initiatives integrating SEO with broader marketing technology stack
- Achieved 85% average organic traffic growth for healthcare and legal sector clients
- Built and deployed custom WordPress optimization frameworks and tracking systems
- Established quality assurance processes and operational frameworks improving team efficiency by 70%
- Managed complex technical implementations including form tracking, performance optimization, and API integrations
- Spearheaded competitor analysis and market intelligence initiatives informing C-level strategy

Aug 2020 –
Oct 2023



Senior SEO Specialist

Technical SEO

Analytics

Tool Development

Key responsibilities & achievements:

- Formulated and implemented advanced on-site strategies through rigorous keyword research, meta adjustments, and technical recommendations
- Utilized data visualization tools like Tableau and Data Studio to identify client growth areas
- Conducted website audits to pinpoint technical issues and provide actionable insights
- Developed several internal tools to assist on-page, local SEO and content marketing strategies
- Used SEO tools and techniques such as SEOMoz, Ahrefs, Screaming Frog, Tag Manager, etc. to build the best SEO strategies for clients

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- Expanded to Head of SEO Operations with strategic leadership scope
 - Developed AI-powered SEO platforms & automation tools
 - Led digital transformation & MarTech integration
 - Joined as Senior SEO Specialist



Founder

Search Insights Academy

Entrepreneurship

Education

Thought Leadership

Founded an educational platform and consultancy dedicated to advancing SEO excellence through innovative training programs, strategic frameworks, and cutting-edge digital content.

Key milestones:

- Co-hosting AI-driven podcast with J and Mini, exploring the intersection of artificial intelligence and SEO
- Developed comprehensive SEO certification programs and advanced training modules
- Published industry-leading research on AI integration in SEO and algorithm adaptation
- Created proprietary SEO frameworks adopted by multiple agencies
- Delivered keynote presentations on the future of search and digital operations

Nov 2019 –
Apr 2020



Head of Digital

PFEC Global

Digital Strategy

Growth

Multi-channel

Key achievements:

- Drove digital strategy through trend identification, yielding a 125% increase in brand reach across Facebook, Instagram, and LinkedIn
- Spearheaded a 55% revenue boost from digital channels within the first three months
- Identified trends and insights, optimised spending and performance based on data

Education



Master's Degree in Information Technology

 July 2017 – October 2019

 Deakin University

Specialised in Business Intelligence and Data Analysis, with a focus on digital analytics and web technologies.